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Enjoy American BBQ TV and Website Project Evaluation Report

Report Categories:

CSSF Activity Report

CSSF Activity Evaluation

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Report Highlights:

The Agricultural Trade Office (ATO) in Tokyo created a special video using the theme “Enjoy! American BBQ”. The 3 minute video aired on Foodies TV 50 times over a three month period. The recipes and the videos were also featured on the related Foodies Recipe website under a page titled “American BBQ” and on the ATO’s consumer website myfood.jp. There were almost 20,000 page views of the “American BBQ” page on the Foodies Recipe website alone.

Executive Summary: First, the Agricultural Trade Office (ATO) Tokyo created a special feature “American BBQ” page on a website called Foodies Recipe (<http://recipe.foodiestv.jp/feature/atobbq/>) to promote American style barbecue and American food ingredients, and to solicit participants for a special “Enjoy! American BBQ” event. Participants created original recipes. Then in August, three winning Foodies Recipe website members and their families participated in an actual BBQ event. We hired a well-known barbecue chef, Mr. Yusuke Igawa of The Real BBQ Co., to act as the Barbecue Master. He showed techniques and recipes to the participating families, which Foodies TV filmed the BBQ to create 3 different three-minute videos which aired over 50 times in 3 months on Foodies TV. The recipes and videos were uploaded on the Foodies Recipe website and myfood.jp. Most of the ingredients for the BBQ filming event were provided by Cooperators or importers. The event resulted in introducing various ingredients including U.S beef, pork, chicken, seafood, vegetables, barbecue sauce, whiskey and beer for use in American-style BBQ to a broad range of Japanese consumers.

General Information:

Name of Event:	“Enjoy! American BBQ” Foodies TV & Website Project
Date & Time:	July – December, 2014

A. STATISTICAL SUMMARY

1) Profile of “Enjoy! American BBQ” website:

Total Number of Page Views	19,731(Jul 11-Sep 30)
Number of Participating Cooperators or Companies	15

2) Profile of “Enjoy! American BBQ” TV Program:

Foodies TV Viewers	1,986,000 households
Youtube replays	244

3) Supporting Cooperators/Importers:

Cooperator/Importer Name	Items Donated
U.S. Meat Export Federation	Beef, Pork
USA Poultry and Egg Export Council	Chicken
Alaska Seafood Marketing Institute	Cod, King crab
U.S. Potato Board	Frozen baked potato
SUNKIST Pacific	Lemon
Hawaii Papaya Industry Association	Papaya
Western Growers Association	Vegetables
Suzusho	Chocolate, BBQ Sauce
Suntory	Whisky

Napa Wine Trust	Wine
Molson Coors Japan	Beer
Menehune Water Japan	Bottled water
Japan Green Tea Co.	Herb spice
Yuwa Trading	Craft Beer
Asahi Breweries/Brown Forman	Whisky

4) Websites That Featured the Event:

Korinki & family http://recipe.foodiestv.jp/life_blog/article/10753.html , http://recipe.foodiestv.jp/recipe/27716.html , http://ameblo.jp/kogayo-vege/entry-11916270088.html and more
Rune & family http://recipe.foodiestv.jp/life_blog/article/10758.html , http://recipe.foodiestv.jp/recipe/27909.html , http://ameblo.jp/oubeijaponesa/entry-11918886439.html and more
Ma-yu & family http://recipe.foodiestv.jp/life_blog/article/10799.html and more
Yusuke Ikawa http://realbbq.jp/
Myfood.jp http://www.myfood.jp/special/event1409_03.html http://www.myfood.jp/us_recipe/pick/bbq.html
Foodies Recipe website http://recipe.foodiestv.jp/feature/atobbq/
COOKPAD American Embassy page http://cookpad.com/diary/2553344 http://cookpad.com/diary/2553344 http://cookpad.com/recipe/2830800 http://cookpad.com/recipe/2838024 http://cookpad.com/diary/2556576

5) Web Traffic

Blog and website pages reporting Enjoy! American BBQ	18
Enjoy! American BBQ Website page views (Jul 11-Sep 30)	19,731
Myfood.jp visits referred by the above site (Jul 11-Sep 30)	63
Myfood.jp page views (Jul 1-Sep 31)	51,749 (2,330 more page views compared to the same period of last year)
Rune's followers (Ameba Blog)	706
Rune's followers (Foodies Recipe Blog)	311
Korinki's followers (Ameba Blog)	7
Korinki's followers (Foodies Recipe Blog)	1
Ma-yu's followers (Foodies Recipe Blog)	2
COOKPAD American Embassy Page views (Aug-Sep)	62,641

6) ATO Expenses:

Hall Rental, Event Management	\$9,044
Foodies Recipe "Enjoy! American BBQ" website Creation	\$5,320

TV Program Filming/Editing/Broadcasting	\$15,961
Total ATO CSSF Expenses	\$30,325

Rate: 101.5yen/1\$

B. FAS FIELD EVALUATION

Barbeque has been popular among Japanese consumers; however, Japanese barbeque style is quite different from that of the U.S. and features mainly non-U.S. ingredients. They usually grill thinly-sliced meats and seafood on a hot plate grill and eat with soy based sauce or Korean BBQ sauce. As a result of previous ATO promotional activities targeting the food business and consumers, Japanese people have started being interested in the American style barbecue and related U.S. ingredients. In order to spread these ideas even further, we worked with a major Japanese television program to provide consumers with more information about American-style barbecuing. Creating TV programs are usually very expensive; however, FOODIES TV was interested in our idea and offered a reasonably priced package.

1) Activity Objectives:

“Enjoy! American BBQ” project was designed to reach as many Japanese consumers are possible in order to encourage them to buy more American ingredients for their ever popular barbecue parties and to draw attention of bloggers and consumers to the ATO-supported website myfood.jp.

2) Activity’s Success in Achieving the Objectives:

ATO Tokyo and Foodies TV created and uploaded the special feature “Enjoy! American BBQ” page on Foodies Recipe website to promote American BBQ and American food ingredients to the bloggers, and solicit participants to the “Enjoy! American BBQ” filming event in late August. Three Foodies Recipe website member bloggers and their families participated in the event to enjoy the American style BBQ and learn about the technique and recipes from the professional BBQ master, and created original recipes to feature on Foodies Recipe website and wrote a report in their blog after the event. Foodies TV created three 3-minute versions of the event featuring 1) beef and pork; 2) chicken; 3) Alaskan seafood, and aired the program on TV over 50 times in three months. The recipes, reports and the videos are uploaded on myfood.jp. The reports and recipes resulting from this filming event were featured in 18 different websites including those of participant bloggers, the BBQ master, Foodies Recipe website, and myfood.jp.

Foodies TV is available by cable or optical line and has 1,986,000 household viewers. The films are also uploaded on YouTube, Foodies Recipe website and myfood.jp, and are available for future activities.

In total, almost 135,200 people visited the websites featuring “Enjoy American BBQ” and over 1,986,000 households had the opportunity to see the “Enjoy! American BBQ” TV program.

3) Suggestions for Improving Future Activity:

ATO Tokyo will seek further opportunities to feature U.S. food products in similar TV and internet project such as Foodies TV under similar barbecue related themes or new ideas which allow us to feature a variety of food items.

4) Public Relations: The total value of this TV project is approximately \$79,000, including the above mentioned web traffic, and the 1,986,000 household viewers of Foodies TV.



